

# ARIZONA POLICY TRAINING INSTITUTE:

Tools for Creating Policy Change in Your Community

April 11-12, 2007

## SPRING CONFERENCE FOR THE ARIZONA PUBLIC HEALTH ASSOCIATION

"Speaking of Health: Telling and Selling Your Story"

April 13, 2007

Black Canyon Conference Center

9440 North 25th Avenue

Phoenix, Arizona 85021

[www.blackcanyonconferencecenter.com](http://www.blackcanyonconferencecenter.com)



This publication is supported by the Steps to a HealthierUS Cooperative Agreement Program of the U.S. Department of Health and Human Services (HHS).  
Its contents do not necessarily represent the official view of HHS.

The Arizona Policy Training Institute is limited to 300 participants on a first come, first serve basis. The following people are encouraged to attend: persons working with grass roots groups/coalitions, persons who can influence and work with organizational/systems change, volunteer or non-profit health educators and community advocates [Community Health Workers (CHWs)/Promotores; Community Health Representatives (CHRs)], Tribal Representatives, Program Staff.

## Training Description

The purpose of this interactive training is to help participants understand the roles of changing organizational practices and policies in achieving norms changes in communities. Norms change is essential for achieving sustainable outcomes in efforts aimed at promoting positive health behaviors including, but not limited to reducing exposure to secondhand smoke, increasing healthy eating and physical activity, and controlling diabetes, and asthma. The training will equip participants with tools and the framework needed to engage in systematic planning and implementation of policy-focused interventions as they progress through multi-year projects. Further, effective collaboration is critical for advancing comprehensive approaches, which are often beyond the purview of any single agency or organization. Training activities will be structured to encourage interaction and group learning within and across communities.

## Learning Objectives

1. Understand the value of changing policies and organizational practices to prevent illness and injury.
2. Improve skills in communicating the importance of organizational practice and policy change to coalition and community members.
3. Have an initial familiarity with the Spectrum of Prevention, a tool for developing comprehensive prevention strategies that result in norms change.
4. Develop new contacts and receive peer-to-peer support within geographic regions and across issue areas.
5. Increase familiarity with strategies and activities within Arizona in key areas: diabetes, cancer control, nutrition, physical activity, asthma, tobacco use, oral health, and injury prevention.

## Breakout Session 1:

### Influencing policies and practices within domains

Participants will have the opportunity to select a specific domain within which they are interested in influencing policies and organizational practices. You will not be required to sign up prior to the training for a specific domain breakout group. However, we encourage you to think strategically ahead of time about which domain breakout group you would most like to participate in. The domains to choose from include:

**Schools:** work that occurs in Arizona's public and private education settings serving children in grades K-12.

**Community Nutrition and Community Physical Activity:** work being done to change systems in city and county government to improve access to healthy foods, walking, biking and parks and playgrounds. This also includes working with community-based organizations and business partners to create healthy environments.

**Healthcare System:** work intended to influence professionals who provide advice, service, or referral for the physical and mental health of individuals (including mainstream and alternative physicians, dental, and pharmaceutical providers and their staff) to promote changes in clinical practice and facilities/institutions, and to engage professionals as advocates.

**Worksite:** includes all places where people are employed. This functionally overlaps with schools, communities, and healthcare, but policy and organizational practice change work included in this domain is intended to protect workers rather than visitors or customers.

**Native American Communities:** This breakout will provide Native American communities and those who work, partner, or contract with them an opportunity to discuss policy and systems change within their unique political system; across schools, communities, healthcare systems, and worksites.

## Breakout Session 2:

### Collaborating to achieve policy and organizational practice change

Participants will be assigned to breakout groups according to the geographic region in which they work.

## April 11, 2007 8:30 a.m. - 4:30 p.m.

8:30 a.m. - 9:00 a.m.

### Registration and Pre-Test

Continental Breakfast

9:00 a.m. - 9:15 a.m.

### Welcome

Frances Kaplan, MPH

Arizona Department of Health Services

Margaret Tate, RD

Arizona Department of Health Services

9:15 a.m. - 9:30 a.m.

### Opening Remarks

Susan Gerard, MBA

Arizona Department of Health Services

9:30 a.m. - 9:50 a.m.

### Training Overview and Introductions

Leslie Mikkelsen, MPH, RD

Prevention Institute

9:50 a.m. - 10:55 a.m.

### Creating Sustainable Community Change: Interactive Presentation

Larry Cohen, MSW

Prevention Institute

10:55 a.m.- 11:15 a.m.

### Activity Break

11:15 a.m. - 12:30 p.m.

### Engaging Partners in Organizational Practice and Policy Change: Interactive Exercise

Sana Chehimi, MPH

Prevention Institute

12:30 p.m. - 1:30 p.m.

### Lunch

1:30 p.m. - 2:10 p.m.

### Keynote Presentation: Policy Development

Donald Warne, M.D., MPH

Arizona State University, Sandra Day O'Connor College of Law

American Indian Health Management & Policy, Inc.

2:10 p.m. - 3:15 p.m.

## **Panel Discussion: The "Why?" and "What?" of Local Policy**

Sana Chehimi, MPH  
Prevention Institute

Jill Guernsey de Zapien, BA  
University of Arizona,  
Mel and Enid Zuckerman College of Public Health

Emma Torres, BA  
Campesinos Sin Fronteras

Lisa Quiñonez  
City of Phoenix, Parks and Recreation Department

Moderator: Leslie Mikkelsen, MPH, RD  
Prevention Institute

3:15 p.m. - 3:30 p.m.

## **Break**

3:30 p.m.- 4:20 p.m.

## **Breakout Session 1: Influencing Policies and Practices Within Domains**

Facilitator: Prevention Institute

Schools

Community Nutrition

Community Physical Activity

Worksite

Healthcare System

Native American Communities

4:20 p.m. - 4:30 p.m.

## **Closing and Evaluation**

**April 12, 2007**  
**8:30 a.m. - 4:30 p.m.**

8:30 a.m. - 9:00 a.m.

**Please Sign in at Registration Area**  
Continental Breakfast

9:00 a.m. - 9:15 a.m.

**Welcome**  
Magda Ciocazan, MPH  
Arizona Department of Health Services

Doug Hirano, MPH  
President  
Arizona Public Health Association

9:15 a.m. - 9:25 a.m.

**Day 2 Overview**  
Sana Chehimi, MPH  
Prevention Institute

9:25 a.m. - 9:50 a.m.

**Collaborative Effectiveness Assessment Activity: Written Assessment Tool**  
Sana Chehimi, MPH  
Prevention Institute

9:50 a.m. - 10:45 a.m.

**Eight Steps to Effective Coalition Building**  
Larry Cohen, MSW  
Prevention Institute

10:45 a.m. - 11:00 a.m.

**Activity Break**

11:00 a.m. - 12:00 p.m.

**Collaboration Math and Turf**  
Leslie Mikkelsen, MPH, RD  
Prevention Institute

Larry Cohen, MSW  
Prevention Institute

12:00 p.m. - 12:05 p.m.

**Group A - Travel to Breakout Sessions**  
**Group B - Travel to Lunch**

12:05 p.m. - 1:10 p.m.

**Group A**  
**Breakout Session 2 (by Geography): Collaboration Math Activity**

1:10 p.m. - 1:15 p.m.

**Group B - Travel to Breakout Rooms**  
**Group A - Travel to Lunch**

1:15 p.m. - 2:20 p.m.

**Group B**  
**Breakout Session 2 (by Geography): Collaboration Math Activity**

2:20 p.m. - 2:30 p.m.

**Break**

2:30 p.m. - 3:30 p.m.

## **Panel Discussion: The “How?” of Local Policy**

Larry Cohen, MSW

Prevention Institute

Barbara L. Worgess, MPH

Coconino County Health Department

Denise R. Burley, BS

Coconino County Health Department

Nancy J. Winchip, MPA

Yuma Family YMCA

David Schwake, MS, RD, SNS

Litchfield Elementary School District

Moderator: Leslie Mikkelsen MPH, RD

Prevention Institute

3:30 p.m. - 4:00 p.m.

## **Evaluation, Post-Test and Raffle**

Sana Chehimi, MPH

Prevention Institute

4:00 p.m. - 4:30 p.m.

## **Closing Remarks and Next Steps**

Larry Cohen, MSW

Prevention Institute

Virginia Warren, MPA

Arizona Department of Health Services





## "Speaking of Health: Telling and Selling Your Story"

### Conference Goals:

1. To present new methods and media for communicating public health priorities in the era of new technologies.
2. To provide examples of effective communication and social marketing strategies especially through the use of story telling with diverse audiences.
3. To allow participants to develop new contacts and support systems to strengthen public health messaging and marketing.
4. To allow opportunities to apply concepts from the Prevention Institute at the Arizona Policy Training Institute learned on April 11-12, 2007.

7:30 a.m. - 8:30 a.m.

### Registration

Continental Breakfast

8:30 a.m. - 9:00 a.m.

### Welcome

Sarah Allen  
Deputy Director  
Arizona Department of Health Services

Susan Higgins  
Executive Director  
Arizona Public Health Association

Doug Hirano, MPH  
President  
Arizona Public Health Association

9:00 a.m. - 10:30 a.m.

### **Real vs. Fake: How We Stood Up to an \$8 Million Philip Morris Campaign to Pass Our Smoking Ban and Beat Theirs"**

Dawn Laguens  
President and Founding Partner: Laguens Hamburger Kully Klose, a campaign strategy, message integration and TV production firm in Washington, DC.



10:30 a.m. - 10:45 a.m.

### Break

10:45 a.m. - 11:30 a.m.

## Still Living and Dying in Arizona - What's the Story?

Dr. Bob England presents facts from the new document, followed by a Panel Discussion: G. Marie Swanson, PhD, MPH, Mel and Enid Zuckerman Endowed Chair in Public Health, Dean and Professor, Mel and Enid Zuckerman College of Public Health, Anthony Rodgers, Director of AHCCCS and Vanessa Hill, MS, RN, Executive Director of the Black Nurses Association of Greater Phoenix.

11:30 a.m. - 12:30 p.m.

## "Let's Map. Anticipating the tough questions before the unexpected happens."

Julie Frasco, Community Relations Administrator and Jeanine Fowler, Public Information Officer both from the Maricopa County Department of Public Health.

12:30 p.m. - 1:30 p.m.

## Lunch/Networking/Exhibits

1:30 p.m. - 2:45 p.m.

## Panel Discussion: Community Grassroots Strategies and Examples of Successful Messaging

Hopi Radio Program "House Calls"  
Ana Lewis, MD  
Hopi Health Care Center

Digital Stories - EXPORT project  
Presented by Brenda Manuelito, Project Director for Health Disparities at the Center for Health Equality at the Mel and Enid Zuckerman College of Public Health, University of Arizona

2:45 p.m. - 3:00 p.m.

## Break

3:00 p.m. - 4:30 p.m.

## Closing Keynote "Cultural Intelligence: Telling the NEW Story"



Jennifer James, Ph. D. - former tenured faculty member at Washington University School of Medicine; author, lecturer and urban anthropologist.

Jennifer James is a cultural anthropologist, lecturer, writer and commentator, who is known to audiences around the world for her innovative ideas. Her speeches and seminars deal with the human face of technological change and the development of cultural intelligence. Dr. James is a specialist in areas of cultural change, diversity and marketing intelligence.

4:30 p.m. - 4:45 p.m.

## Wrap Up

4:45 p.m.

## Adjournment



**AZPHA Gratefully Acknowledges our Sustaining Members - Agencies and Individuals:****Sustaining 1-Diamond (\$10,000+)**

Maricopa County Department of Public Health  
University of Arizona/Mel & Enid Zuckerman College of Public Health

**Sustaining 2-Platinum (\$5000 +)**

Arizona Department of Health Services

**Sustaining 4-Silver (\$1000+)**

A.T. Still University of Health Sciences  
Arizona County Directors of Environmental Health Services  
Arizona Dental Association  
Arizona Department of Environmental Quality  
Arizona Local Health Officers' Association (ALHOA)  
Coconino County Health Department  
March of Dimes, Arizona Chapter  
Pima County Health Department  
Yavapai County Community Health Services

**Sustaining 5-Bronze (\$500+)**

American Heart Association - Pacific Mountain Affiliate  
Arizona Family Planning Council  
Arizona Osteopathic Medical Association  
Desert Harbor Internal Medicine  
Greenlee County Health Department  
Hook & Associates, LLC  
Midwestern University  
Mohave County Health Department  
Navajo County Public Health Services District  
Planned Parenthood Central & Northern Arizona  
PV Health Solutions  
Southwest College of Naturopathic Medicine & Health  
Sun Health MediSun

**Individuals****Silver (\$1000+)**

Gordon Jensen  
Jane Pearson

**Bronze (\$500+)**

Barbara Burkholder  
Jane Canby  
Elsie Eyer  
Sandra Halldorson  
Phyllis Krause Primas  
Mary Suagee-Beauduy

# HOTEL INFORMATION

**ARIZONA POLICY TRAINING INSTITUTE:**  
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**SPRING CONFERENCE FOR THE ARIZONA PUBLIC HEALTH ASSOCIATION**  
"Speaking of Health: Telling and Selling Your Story"  
April 13, 2007

Black Canyon Conference Center  
9440 North 25th Avenue  
Phoenix, Arizona 85021  
[blackcanyonconferencecenter.com](http://blackcanyonconferencecenter.com)

**Conference Hotel:**  
MainStay Suites  
9455 North Black Canyon Freeway  
Phoenix, Arizona 85021

MainStay Suites is located directly behind the Black Canyon Conference Center on I-17 between Dunlap and Peoria.

For hotel reservations call: 602-395-0900 and ask for the Arizona Public Health Association Spring Conference to receive the conference rate of \$109.00 plus 12.07% lodging tax..  
The rate is based upon single or double occupancy.

Rooms must be booked by **April 10, 2007** in order to receive the conference rate.  
Room rate will be available until the hotel sells out.

## **Accreditation**

Certified Health Education Specialists (CHES) education contact hours have been applied for.

## **Cancellation Policy**

Cancellations received in writing on or before MARCH 28, 2007 will be refunded. No refunds will be made after that date. If you have questions please call Stephanie Gallegos at 602-385-6507.

## **Additional Information**

Please contact Susan Higgins at 602-258-3361 if you have questions about the conference agenda or hotel. For payment questions, please contact Stephanie Gallegos at 602-385-6507. Additional registration forms are available on the AzPHA website at [www.azpha.org](http://www.azpha.org) or [www.azdhs.gov/phs/oncdps/steps/](http://www.azdhs.gov/phs/oncdps/steps/)

# REGISTRATION FORM

Arizona Policy Training Institute and  
AzPHA Annual Spring Conference  
April 11-13, 2007

Register online (completely secured/nominal fee may apply) with a credit card at [SpringConference.eventbrite.com](http://SpringConference.eventbrite.com) or  
Please print your name, as you would like it to appear on your name badge. Please print clearly.

Name:	
Organization:	
Organization Address:	
City / State / Zip:	
Phone Number:	
Fax Number:	
Email address:	Please note that your email address will be used for confirmation purposes only

Please rank your top 3 areas of interest for the breakout sessions for the Arizona Policy Training Institute on April 11-12, 2007.

☐ Schools
 ☐ Community Nutrition
 ☐ Community Physical Activity  
☐ Worksite
 ☐ Healthcare System
 ☐ Native American Communities

## \*Registration Sponsorship Request

\*A limited number of sponsorships are available for the Arizona Policy Training Institute **ONLY** and will be provided based on financial need. Priority will be given to volunteer or non-profit health educators and community advocates (Community Health Workers, Promotores, Community Health Representatives), Tribal Representatives, Program Staff and Public Health/Policy Students.

A statement of need is required for those requesting sponsorships. Please attach this registration form with your statement of need in addition to the information below.

Registration Sponsorship Requests should be emailed or faxed to the Arizona Department of Health Services no later than March 21, 2007 to:

Robbi Traver, Arizona Department of Health Services - 150 N. 18th Avenue, Phoenix, AZ 85007

Phone: 602-364-1355 / Fax: 602-542-0512 / Email: [traverr@azdhs.gov](mailto:traverr@azdhs.gov)

My Program is affiliated with and/or funded by the Arizona Department of Health Services: ☐ Yes ☐ No

If so, please specify Arizona Department of Health Services Office/Program: \_\_\_\_\_

Please specify County/Tribe: \_\_\_\_\_

Other affiliation: \_\_\_\_\_

Attendee	Please select from the following options:	Early Bird Registration	After March 28, 2007
	*Arizona Policy Training: April 11-12, 2007	\$125.00	\$175.00
AzPHA Member	AzPHA Spring Conference: April 13, 2007	\$75.00	\$125.00
AzPHA Non-Member	AzPHA Spring Conference: April 13, 2007	\$125.00	\$175.00
AzPHA Member	Both Conferences: Arizona Policy Training: April 11-12, 2007 & AzPHA Spring Conference: April 13, 2007	\$200.00	\$250.00
AzPHA Non-Member	Both Conferences: Arizona Policy Training: April 11-12, 2007 & AzPHA Spring Conference: April 13, 2007 (Includes a one-year complimentary membership in AzPHA)	\$250.00	\$300.00
Charitable Contributions to AzPHA (non-profit): \$			
Total Amount Due: \$			

## Method of Payment

1. Pay by Credit Card: ☐ Visa ☐ MC ☐ American Express

Credit Card Number: \_\_\_\_\_ Code Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

2. Pay By Check: Make check payable to AzPHA.

3. Pay by Purchase Order: Purchase Order Number \_\_\_\_\_

Complete registration form and mail with payment to: Stephanie Gallegos, AzPHA, 2920 North 24th Avenue, #250, Phoenix, Arizona 85015 or fax to 602-466-2199.

Cancellations received in writing on or before **MARCH 28, 2007** will be refunded. No refunds will be made after that date. If you have questions, please call Stephanie Gallegos at 602-385-6507.



April 13, 2007

"Speaking of Health: Telling and Selling Your Story"

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150 North 18th Avenue  
Suite 310  
Phoenix, Arizona 85007-3242

# Community